



**HENRY LAWSON
FESTIVAL**

G R E N F E L L

6th - 10th JUNE

2019

SPONSORSHIP PROPOSAL

Invitation

The Henry Lawson Festival of Arts is **the major event** of the year for Grenfell. It is held annually over the June Long Weekend and has been running for **62 consecutive years this year**, making it one of the longest running Arts festivals in NSW. This is due to the community support and of course our sponsors. The Festival is a 'free entry' event that brings the community and visitors together from across the region. Sponsorship allows us to provide a varied program with plenty of entertainment and fun for everyone!

This year we are also celebrating **Henry Lawson's 152nd birthday**. The June Long Weekend is an opportunity for visitors to escape to Grenfell for a holiday and we are hoping to see the number of Festival attendees increase to help us celebrate these milestones.

In recent years the Festival has gained momentum. The last five years have seen the Festival grow, described as the biggest and best yet, attracting over 9000 people each year. This demonstrates the quality of events and attractions that consistently draw a large and loyal crowd.

The Festival Committee would like to invite your organisation to support the long running Festival. This unique country event has evolved and like many rural events contributes to tourism and visitor spend in the region, from daytrippers, overnight visitors and those visiting family and friends.

Details about the sponsorship opportunities are outlined on the following pages. This is a great opportunity for your business to gain exposure to a large audience through the many promotional channels offered. The aim being to seek cash or 'in kind' contributions in return for specific benefits.

If you would like to find out more about the Festival, please feel free to contact me on the details below or have a look at our website **www.henrylawsonfestival.com.au**. Over the coming months the website will be updated as organisers finalise their plans for 2018.

You may also like to have a look at the Festival's Facebook page and 'like' it to keep up to date with all the Festival news.

Thank you for considering sponsorship of our wonderful event and if you are interested in supporting the 2018 Henry Lawson Festival, please contact me directly.

Yours faithfully,

Pene Starr

Treasurer Henry Lawson Festival

Sponsorship Opportunities

MAJOR SPONSOR – \$5,000 (one only)

- Exclusive naming rights to the Saturday of the 2018 Festival, with your business banner displayed prominently
- Tickets for you and 5 guests to our exclusive sponsors only area for the Street Parade. There will also be light refreshments provided for you and your guests
- Your business name and logo will appear in the 4,000 Festival programs printed and distributed throughout the region and ACT
- Your business will be recognised throughout all advertising
- Your business name and/or logo will appear on printed promotional material
- Your business name and logo will be included on the Festival website with a link to your own website.
- Your business mentioned in Facebook posts as the Major Sponsor of the 2018 Festival
- Opportunity to have the lead float in the street parade
- Your business name on the “Thank You” board displayed at Festival office entrance
- Opportunity to have a stall at the Festival with promotional or sales material free of charge
- Two free tickets to attend the Saturday night awards dinner and the opportunity for your business banner and profile to be promoted during the event.

GOLD SPONSOR – \$3,000

- Business naming rights to a Festival event of your choice, with the display of your banner at this event
- Tickets for you and 3 guests to our exclusive sponsors only area for the Street Parade. There will also be light refreshments provided for you and your guests
- Your business name and logo will appear in the 4,000 Festival programs printed and distributed throughout the region and ACT
- Your business will be recognised throughout all advertising
- Your business name and/or logo will appear on printed promotional material
- Your business name and logo will be included on the Festival website with a link to your own website
- Your business mentioned in Facebook posts as a Gold sponsor of the 2018 Festival
- Opportunity to have a float in the beginning of the street parade
- Your business name on the “Thank You” board displayed at Festival office entrance
- Two free tickets to attend the Saturday night awards dinner and the opportunity for your business profile to be read out at the dinner

Sponsorship Opportunities Cont...

SILVER SPONSOR – \$1,000

- Your business name will appear in the 4,000 Festival programs printed and distributed throughout the region and ACT
- Your business name will appear on printed promotional material
- Your business name will be included on the Festival website with a link to your own website
- Your business mentioned in Facebook posts as a Silver sponsor of the 2018 Festival
- Opportunity to have a float in the beginning of the street parade
- Your business name on the “Thank You” board displayed at the Festival
- Your business will have the opportunity to supply temporary signage for display at the Festival (the location will be determined by the organisers in consultation with the sponsor)

BRONZE SPONSOR – \$500 or more

- Your business name will appear in the 4,000 Festival programs printed and distributed throughout the region and ACT
- Your business name will be included on the Festival website
- Your business mentioned in a Facebook post as a Bronze sponsor of the 2018 Festival
- Opportunity to have a float in the beginning of the street parade
- Your business name on the “Thank You” board displayed at the Festival

SUPPORTER – \$499 or less

- Your business name will appear in the 4,000 Festival programs printed and distributed throughout the region and ACT
- Your business name will be included on the Festival website
- Your business name on the “Thank You” board displayed at Festival

IN KIND SPONSORSHIP – If you would like to be involved and contribute to the success of the Henry Lawson Festival but are not in the position to be a financial sponsors then please contact us to discuss other opportunities that may be available.

Sponsorship Booking Form

Support the 62nd Henry Lawson Festival by becoming a sponsor today!

I would like to be a sponsor of the 2019 Henry Lawson Festival as indicated below:

Business Name (the name you would like advertised): _____

Contact Person: _____ **Business Address:** _____

Phone: _____ **Postal Address:** _____

Fax: _____ **Email:** _____

Website: _____

Major Sponsor: \$5,000

Gold Sponsor: \$3,000 (Please number 1 to 10 in order of preference the festival event in which you would like to sponsor)

Main Stage

Street Parade

Fun Run

Photography Competition

Wood Chop Competition

Street Entertainment

Busking Competition

Concert (Friday Night)

Poetry on the boards

Verse and Short Story Competition

Awards Presentation (Saturday Night)

Campfire, Damper & Billy Tea Morning (Sunday)

Silver Sponsor : \$1,000

Bronze Sponsor —\$500

Supporter - up to \$499

In-Kind—to the value of \$_____

(please provide a description of in-kind donation)

Payment

Cheques:

Payable to "Grenfell Henry Lawson Festival" and mail to:
Henry Lawson Festival,
PO Box 77,
Grenfell NSW 2810.

Direct Deposits:

Account Name: Grenfell Henry Lawson Festival of Arts
BSB: 082 610
Account: 509684644
Reference: "SPO" as prefix, then 'your-organisation-name'

Contact Details

If you have any questions about sponsorship of the Henry Lawson Festival please do not hesitate to contact:

Claire McCann

Sponsorship Coordinator, Grenfell Henry Lawson Festival

- **E:** claire@Grenfell.org.au
- **P:** 02 6343 2059
- **Postal Address:** Henry Lawson Festival, PO Box 77, Grenfell NSW 2810